

The Blueprint for Revenue Orchestration

B2B sales has become **wildly complicated**

Buying committees have an average of **9** people.

01

Buyers engage on up to **10** channels.

02

Reps use an average of **10** tools to close a deal.

03

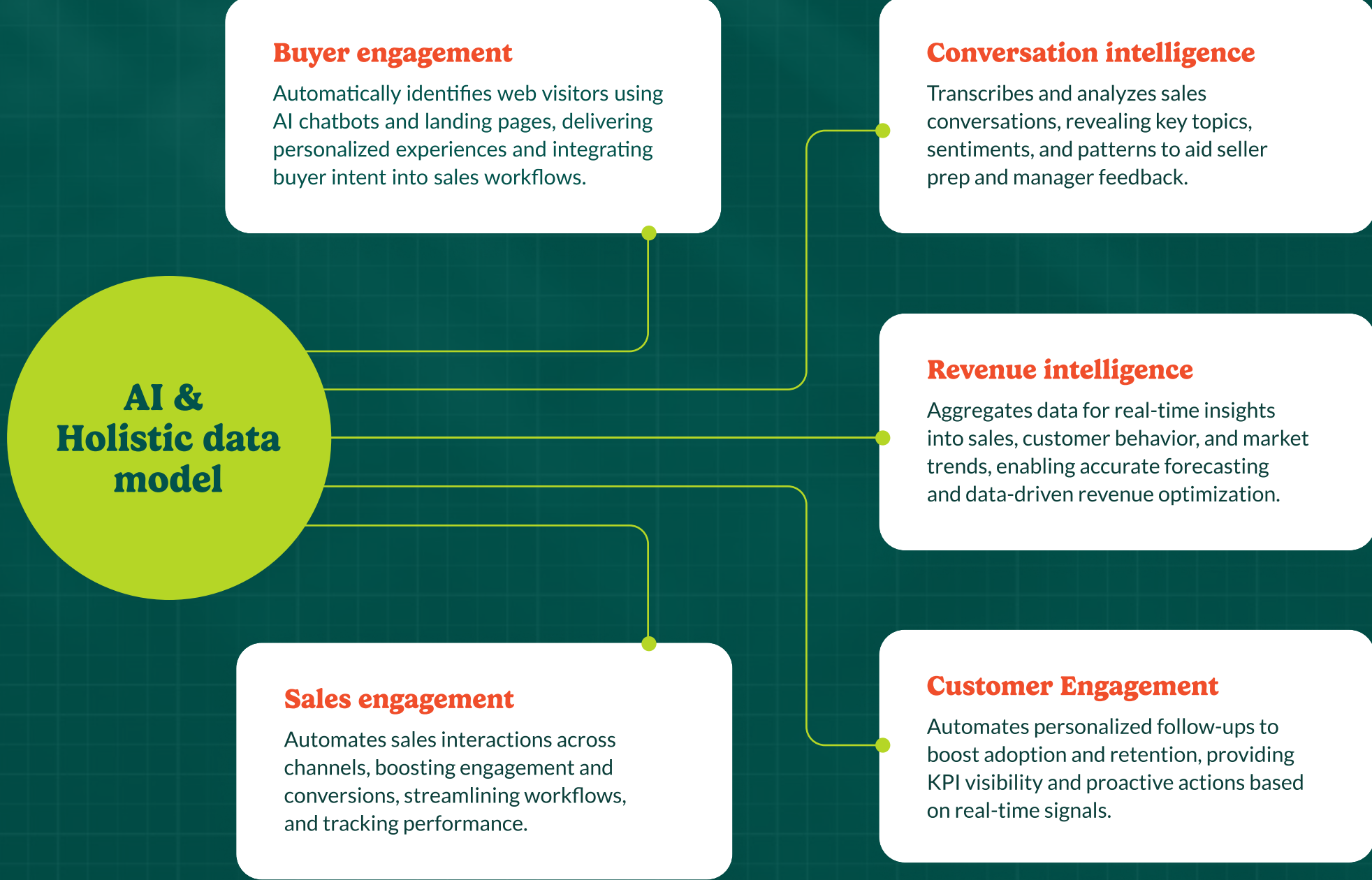
Sellers need one place to get reliable information and be guided on the next best action to take to keep up with this complex landscape.

Revenue Orchestration Platforms reign in the complexity

A Revenue Orchestration Platform is the central nervous system of revenue generation. It "enables B2B frontline resources to design, execute,

capture, analyze, and improve buyer and customer engagement while optimizing productivity and internal revenue processes." (Forrester)

Orchestrated workflows for the whole revenue team and customer lifecycle



Every revenue-focused role benefits



How Revenue Orchestration Platforms **deliver on the promise of revenue operations**



Want to know more?

Download your free copy of the full Blueprint for Revenue Orchestration.

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About Salesloft

Salesloft helps revenue teams take the right actions to close every deal with the only platform built around the sellers' workflow. The Salesloft Revenue Orchestration Platform aligns revenue teams so they can prioritize and execute all their actions to improve buyer and customer engagement throughout the entire buyer journey, driving improved productivity, and better pipeline efficiency and revenue outcomes. Thousands of the world's top revenue teams, like those at Google, 3M, IBM, Shopify, Square, and Cisco, drive more revenue with Salesloft.